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## Social media & altmetrics for scientists

Gerritsma, W.

2015

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# SOCIAL MEDIA & ALTMETRICS FOR SCIENTISTS

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# CHANGING THEMES IN SCIENCE

Was: Publish or perish

Is: Publish be cited or perish

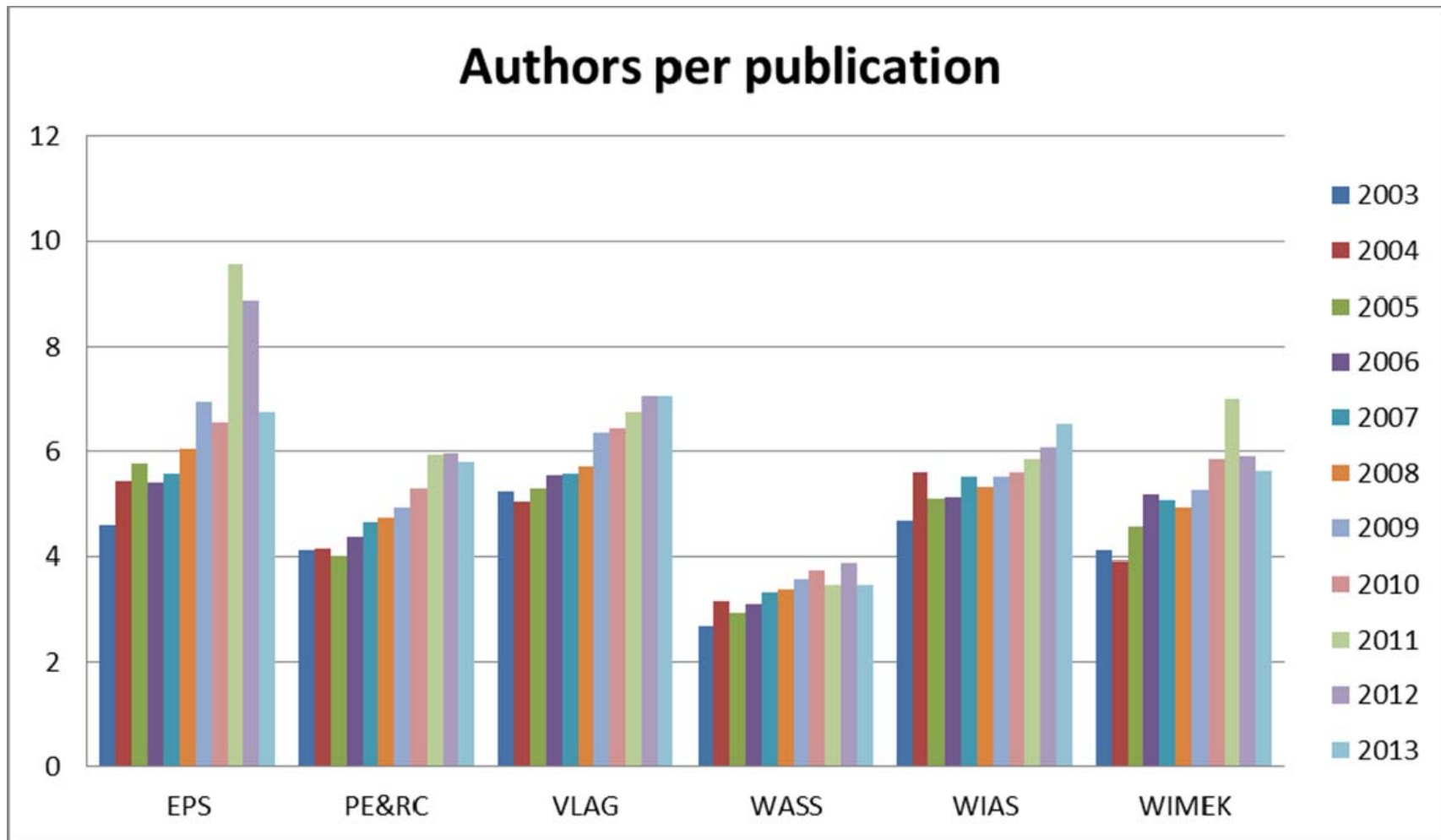
To be: Publish be mentioned or perish

# CONTENTS

- Science is a team sport
- Social Networking for scientists
- Publication lists your passport
- From social networks to social media
- Beyond bibliometrics : Altmetrics



# SCIENCE IS A TEAM SPORT



# PUBLICATIONS AS A SOCIAL NETWORK



**Jo Vandesompele**

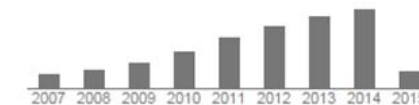
professor in functional cancer genomics and applied bioinformatics  
 cancer, non-coding RNA, qPCR  
 Verified email at ugent.be



Title 1-20	Cited by	Year
<b>Accurate normalization of real-time quantitative RT-PCR data by geometric averaging of multiple internal control genes</b> J Vandesompele, K De Preter, F Pattyn, B Poppe, N Van Roy, ... Genome biology 3 (7), research0034	8695	2002
<b>The MIQE guidelines: minimum information for publication of quantitative real-time PCR experiments</b> SA Bustin, V Benes, JA Garson, J Hellemans, J Huggett, M Kubista, ... Clinical chemistry 55 (4), 611-622	3156	2009
<b>qBase relative quantification framework and software for management and automated analysis of real-time quantitative PCR data</b> J Hellemans, G Mortier, A De Paepe, F Speleman, J Vandesompele Genome biology 8 (2), R19	1295	2007
<b>miR-9, a MYC/MYCN-activated microRNA, regulates E-cadherin and cancer metastasis</b> L Ma, J Young, H Prabhala, E Pan, P Mestdagh, D Muth, ... Nature cell biology 12 (3), 247-256	657	2010
<b>Gain of chromosome arm 17q and adverse outcome in patients with neuroblastoma</b> N Bown, S Cotterill, M Łastowska, S O'Neill, ADJ Pearson, D Plantaz, ... New England Journal of Medicine 340 (25), 1954-1961	383	1999
<b>A novel and universal method for microRNA RT-qPCR data normalization</b> P Mestdagh, P Van Vlierberghe, A De Weert, D Muth, F Westermann	368	2009

Google Scholar

Citation indices	All	Since 2010
Citations	23834	18273
h-index	58	49
i10-index	147	126



Co-authors View all...

Katleen De Preter  
 Pieter Mestdagh  
 Jan Hellemans  
 Björn Menten  
 Michael W. Pfaffl  
 Stephen Bustin  
 Mikael Kubista  
 Jim F Huggett  
 raymond I stallings  
 Pieter Van Vlierberghe  
 Yves Moreau  
 Stefaan Derveaux  
 Bram De Wilde  
 Benedikt Brors

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Print E-mail

Vandesompele, Jo

University Hospital of Ghent, Center of Medical Genetics Ghent (CMGG), Ghent, Belgium

Author ID: 6701639561

About Scopus Author Identifier | View potential author matches

Other name formats: Vandesompele Vandesompele, J.

Documents: 199

Citations: 16159 total citations by 13086 documents

h-index: 49

Co-authors: 150 (maximum 150 co-authors can be displayed)

Subject area: Biochemistry, Genetics and Molecular Biology, Medicine View More

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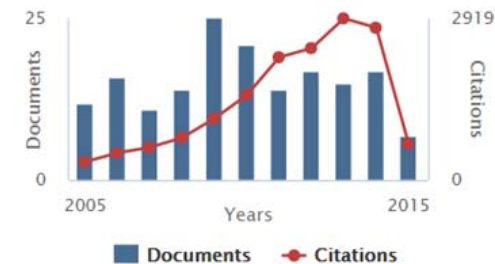
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199 documents

View all in search results format

Sort on: Date Cited by

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miR-542-3p exerts tumor suppressive functions in neuroblastoma by downregulating survivin Althoff, K., Lindner, S., Odersky, A., (...), Schramm, A., Schulte, J.H. 2015 International Journal of Cancer 0

Get it!

Genome wide expression profiling of p53 regulated miRNAs in neuroblastoma Rihani, A., Van Goethem, A., ... 2015 Scientific Reports 0

Author History

Publication range: 1998 - Present

References: 4488

Source history:

Clinical Chemistry

View documents

Nature Genetics

View documents


Nature Cell Biology

View documents

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
# AT RESEARCHERID

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**Vandesompele, Jo H** [Return to Search Page](#) [Get A Badge](#) [ResearcherID Labs](#)  
ResearcherID: G-3086-2010 [My Institutions \(more details\)](#)  
URL: <http://www.researcherid.com/rid/G-3086-2010> [Primary Institution: Ghent University](#)  
Subject: Genetics & Heredity; Oncology [Sub-org/Dept:](#)  
Keywords: cancer; qpcr; neuroblastoma; microrna [Role: Faculty](#)

**My Publications**  
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**My Publications: View**  
This list contains papers that I have authored.  
72 publication(s) ◀◀ Page  of 8 [Go](#) ▶▶ Sort by:  Results per page:   

1. Title: The MIQE Guidelines: Minimum Information for Publication of Quantitative Real-Time PCR Experiments added 10-Jan-12  
Author(s): Bustin, Stephen A.; Benes, Vladimir; Garson, Jeremy A.; et al.  
Source: *Clinical Chemistry* Volume: 55 Issue: 4 Pages: 611-622 Published: APR 2009  
Times Cited: 2238  
DOI: 10.1373/clinchem.2008.112797 
2. Title: miR-9, a MYC/MYCN-activated microRNA, regulates E-cadherin and cancer metastasis added 02-Dec-10  
Author(s): Ma, L; Young, J; Prabhala, H; et al.  
Source: *Nature Cell Biology* Volume: 12 Issue: 3 Pages: 247-U52 Published: MAR 2010  
Times Cited: 413  
DOI: 10.1038/ncb2024 



# AT RESEARCHGATE

The screenshot shows the ResearchGate profile of Jo Vandesompele. The header includes the ResearchGate logo, navigation links (Home, Q&A, Publications, Jobs), a search bar, and a user profile picture. The main profile section displays a portrait of Jo Vandesompele, his name, and his credentials: PhD in medical genetics, Head of the Vandesompele lab, and Ghent University - Department of Pediatrics and Medical Genetics. A green 'Follow' button is visible. To the right of the profile is a green bar with the text '61.53'. Below the profile information are tabs for OVERVIEW, CONTRIBUTIONS, INFO, STATS, and RG SCORE. The main content area is divided into several sections: 1. A summary bar showing 244 PUBLICATIONS, 34k Views, 21,949 Downloads, 17,593 Citations, and 1,530.61 Impact Points. 2. A 'FEATURED PUBLICATIONS' section with two articles: 'Genome wide expression profiling of p53 regulated miRNAs in neuroblastoma' and 'Individual patient risk stratification of high-risk neuroblastomas using a two-gene score suited for clinical use'. 3. A 'SKILLS AND EXPERTISE' section listing 25 skills: PCR, Real-Time PCR, microRNA, Gene Expression, Genomics, and Genetics. 4. A 'TOP CO-AUTHORS' section listing four authors: Pieter Mestdagh, Anne De Paepe, Katleen De Preter, and Filip Pattyn. Each author entry includes a small profile picture, name, RG score, and a 'Follow' button.

ResearchGate

Jo Vandesompele

PhD in medical genetics

Head of the Vandesompele lab

Ghent University · Department of Pediatrics and Medical ...

61.53

Follow

OVERVIEW CONTRIBUTIONS INFO STATS RG SCORE

244 PUBLICATIONS 34k Views 21,949 Downloads 17,593 Citations 1,530.61 Impact Points View stats

FEATURED PUBLICATIONS View all

Article: **Genome wide expression profiling of p53 regulated miRNAs in neuroblastoma**

Ali Rihani, Alan Van Goethem, Maté Ongenaert, Sara De Brouwer, Pieter-Jan Volders, Saurabh Agarwal, Katleen De Preter, Pieter Mestdagh, Jason Shohet, Frank Speleman, Jo Vandesompele, Tom Van Maerken

Source 12 Views 5 Downloads 0 Citations

Article: **Individual patient risk stratification of high-risk neuroblastomas using a two-gene score suited for clinical use**

Kristoffer von Stedingk, Katleen De Preter, Jo Vandesompele, Rosa Noguera, Ingrid Øra, Jan Koster, Rogier Versteeg, Sven Pålman, David Lindgren, Håkan Axelsson

18 Views 0 Downloads 0 Citations

SKILLS AND EXPERTISE (25) View all

11 PCR 8 Real-Time PCR 8 microRNA 7 Gene Expression 6 Genomics 4 Genetics

TOP CO-AUTHORS View all

Pieter Mestdagh 38.67 · 515 · (68) Ghent University Follow

Anne De Paepe 48.93 · 2191.04 · (61) Ghent University Follow

Katleen De Preter 38.62 · 507.59 · (58) Ghent University Follow

Filip Pattyn 32.10 · 207.15 · (47) Menapil Follow

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Jo Vandesompele

ORCID ID

 [orcid.org/0000-0001-6274-0184](https://orcid.org/0000-0001-6274-0184)

Country:  
Belgium

Keywords:  
cancer, non-coding RNA,  
functional genomics,  
bioinformatics

Websites:  
[LinkedIn](#)  
[Center for Medical Genetics](#)  
[Google Scholar](#)  
[Twitter](#)

## ▼ Education (2)

Sort

Ghent University: Ghent, Belgium

1997-10 to 2002-05 | PhD in Medical Sciences

Source: Jo Vandesompele

Created: 2014-01-07

Ghent University: Ghent, Belgium

1992-10 to 1997-09 | Master of Science in Bioscience Engineering: Cell and Gene Biotechnology

Source: Jo Vandesompele

Created: 2014-01-07

## ▼ Employment (1)

Sort

Ghent University: Ghent, Belgium

2007-10 to present | senior lecturer (Pediatrics and Genetics)

Source: Jo Vandesompele

Created: 2014-01-07

## ▼ Works (136)

Sort

Pharmacologic activation of wild-type p53 by nutlin  
therapy in childhood cancer.

2013-11 | journal-article



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**Martin van Ittersum**

**ORCID ID**

 [orcid.org/0000-0001-8611-6781](https://orcid.org/0000-0001-8611-6781)

Other IDs:

ISNI: 0000000122377237

ResearcherID: J-8024-2014

Scopus Author ID: 7003354620

[Google Scholar](#)  
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▼ Works (146)

⌵ Sort

Organic matter dynamics in an intensive dairy production system on a Dutch Spodosol

2015 | journal-article

DOI: [10.1016/j.geoderma.2014.09.003](https://doi.org/10.1016/j.geoderma.2014.09.003), EID: 2-s2.0-84907452346

URL: <http://www.scopus.com/inward/record.url?eid=2-s2.0-84907452346&partnerl...>

Source: Scopus to ORCID

☒ Preferred source

Socioeconomic and environmental assessment of biodiesel crops on family farming systems in Brazil

2015 | journal-article

▼ Works (136)

⌵ Sort

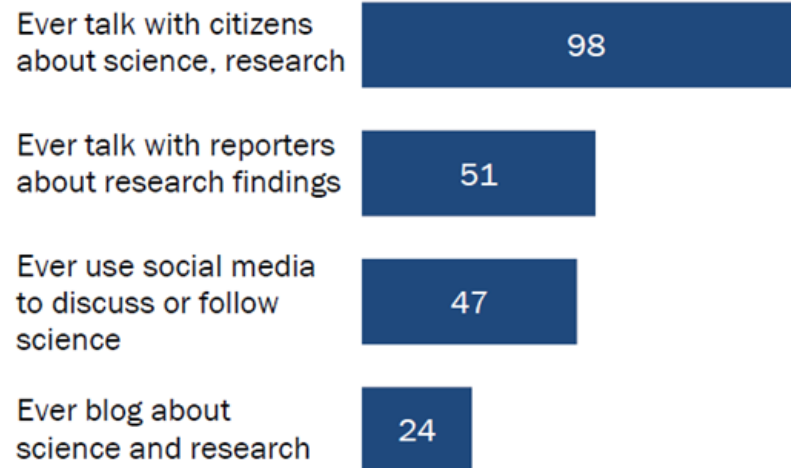
Pharmacologic activation of wild-type p53 by nutlin therapy in childhood cancer.

2013-11 | journal-article

# FROM SOCIAL NETWORKS TO SOCIAL MEDIA

## Nearly All Scientists Talk with the Public; A Sizable Share Use Social Media, Blogs

*% of AAAS scientists who ever do each of the following*



AAAS scientists survey Sept. 11-Oct. 13, 2014. Q50a-f. Ever use social media based on combined responses to Q50d,e. Ever blog based on combined responses to Q50a,f. Responses of never and no answer are not shown.

PEW RESEARCH CENTER



## Most Scientists Engage with Public, Younger Scientists Are More Active on Social Media

*% of AAAS scientists who do each activity*

	<b>Talk with citizens often/ occasionally</b>	<b>Talk with reporters often/ occasionally</b>	<b>Ever use social media</b>	<b>Ever use blogs</b>
AAAS scientists	86	21	47	24
Ages 18-34	87	8	70	28
35-49	83	20	63	28
50-64	88	28	44	25
65 and older	86	22	30	20

AAAS scientists survey Sept. 11–Oct. 13, 2014. Q50a-f. Ever use social media based on combined responses to Q50d,e. Ever blog based on combined responses to Q50a,f. Other responses and those giving no answer are not shown.

**PEW RESEARCH CENTER**

# THE POWER OF A TWEET



**WoW!ter**  
@Wowter

My presentation for tomorrow for the University of Twente Library: Bibliometrics in the library  
[slideshare.net/Wowter/bibliom...](https://slideshare.net/Wowter/bibliom...) #bibliometrics

[Bibliometrics in the library](#)



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2  
RETWEETS

2  
FAVORITES



12:19 AM - 8 Mar 12 via Tweet Button - [Embed this Tweet](#)



**Iorcan Dempsey** @lorcanD  
 Bibliometrics in the library [slideshare.net/Wowter/bibliom...](https://slideshare.net/Wowter/bibliom...) via @wowter  
[View media](#)



**Syun Tutiya** @tutiya  
 よくできたまとめのような気がする。RT @lorcanD: Bibliometrics in the library [slideshare.net/Wowter/bibliom...](https://slideshare.net/Wowter/bibliom...) via @wowter  
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**In Search 4 Data** and **Eric Sieverts** retweeted you  
 8 Mar : My presentation for tomorrow



**Álvaro Cabezas** @acabezas  
 Bibliometrics in the library [slideshare.net/Wowter/bibliom...](https://slideshare.net/Wowter/bibliom...)  
 #bibliometrics #giec3 by @Wowter  
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8 Mar



**BiblogTécarios** @BiblogTecarios  
 Bibliometrics in the library [slideshare.net/zX8YFc](https://slideshare.net/zX8YFc) by @Wowter via @acabezas #bibliometrics #giec3 #fb  
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8 Mar



**Francesc García** @txescu  
 RT @acabezas: Bibliometrics in the library [slideshare.net/Wowter/bibliom...](https://slideshare.net/Wowter/bibliom...) #bibliometrics #giec3 by @Wowter  
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8 Mar



**Belén Benito** @belenbbb  
 RT @acabezas: Bibliometrics in the library [slideshare.net/Wowter/bibliom...](https://slideshare.net/Wowter/bibliom...) #bibliometrics #giec3 by @Wowter  
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8 Mar



**WoW!ter** @Wowter

14h

Impressed by the power of social media once again. 1 tweet: Within 24 hours nearly 900 views for [is.gd/9UC5n9](https://is.gd/9UC5n9) thanks to @lorcanD

[View media](#)



**lorcan dempsey** retweeted you

14h

14h : Impressed by the power of social media once again. 1 tweet: Within...



**Fiona Murphy** @DrFionaLM

[Reply](#)

[Retweet](#)

[Favorite](#)

12h

.@Wowter @lorcanD 903 when I looked just now #powertothetweeple

[In reply to WoW!ter](#)



**Aaron Tay** @aarontay

10h

RT @Wowter: Impressed by the power of social media once again. 1 tweet: Within 24 hours nearly 900 views for [vsb.li/EEOnjc](https://vsb.li/EEOnjc) than ...

[View media](#)



**lorcan dempsey** @lorcanD

9h

@Wowter it is an interesting topic :-)

[In reply to WoW!ter](#)

Within 24 h, 900 views, after 30 h 1039 views

Currently nearly [4000 views](#)



# IMAGINE MICHAEL MÜLLER TWEETS



The image shows a screenshot of a Twitter profile for Michael Müller (@nutrigenomics). The profile picture is a vertical arrangement of various vegetables (broccoli, red pepper, cauliflower, eggplant, zucchini, yellow and orange carrots) held by two hands. The background of the header is an aerial view of a university campus with green fields and buildings. The navigation bar at the top includes Home, Notifications, Messages, Discover, and a search bar. The profile statistics show 16.7K tweets, 1,736 following, 6,090 followers, 786 favorites, and 33 lists. The bio identifies him as a Professor at the University of East Anglia and Director of the Norwich Research Park 'Food & Health Alliance'. The tweets section shows two retweets: one from GutMicrobiota Health (@GMFHx) about FMT effects, and another from René Louri (@arenelopez1) thanking him for sharing research on nutrition and health.

Home Notifications Messages Discover Search Twitter

**Michael Müller**  
@nutrigenomics · FOLLOWS YOU  
Professor University of East Anglia  
(Nutrigenomics & Systems Nutrition) &  
Director of the Norwich Research Park  
'Food & Health Alliance'  
Norwich/UK  
Joined August 2009

TWEETS 16.7K FOLLOWING 1,736 FOLLOWERS 6,090 FAVORITES 786 LISTS 33 Following

Tweets Tweets & replies Photos & videos

Michael Müller retweeted  
**GutMicrobiota Health** @GMFHx · 5h  
Nieuwdorp: FMT does not induce lasting effects for metabolic disease, but  
can we mine feces for novel therapeutic probiotics? #expbio

Michael Müller retweeted  
**René Louri** @arenelopez1 · Mar 26  
@nutrigenomics Thanks for sharing! "New approaches for nutrition and  
health research" #Nutrigenomics #Nutrigenetics

# WHICH HE ACTUALLY DOES

OPEN ACCESS PEER-REVIEWED

RESEARCH ARTICLE

6,453

VIEWS

16

CITATIONS

20

SAVES

72

SHARES

## Pronounced Effects of Acute Endurance Exercise on Gene Expression in Resting and Exercising Human Skeletal Muscle

Milène Catoire, Marco Mensink, Mark V. Boekschoten, Roland Hangelbroek, Michael Müller, Patrick Schrauwen, Sander Kersten

Published: November 30, 2012 • DOI:

10.1371/journal.pone.0051066

Article

About the Authors

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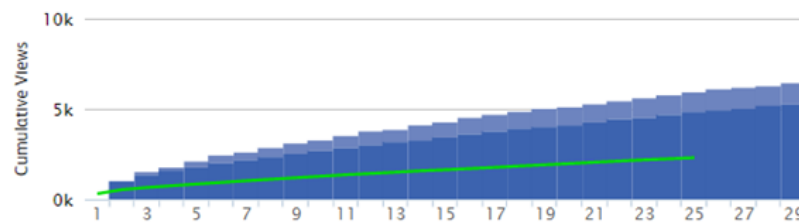
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<div>Total Article Views</div> <div>6,453</div> <div>Nov 30, 2012 (publication date) through Mar 29, 2015*</div>	HTML Page Views		PDF Downloads	XML Downloads	Totals
	PLOS	4,492	775	37	5,304
	PMC	839	310	n.a.	1,149
	Totals	5,331	1,085	37	6,453
	20.35% of article views led to PDF downloads				



### Subject Areas ?

- Biopsy
- Gene expression
- Gene targeting
- Legs
- Microarrays
- Skeletal muscles
- Stress signaling cas...
- Transcription factors

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<http://www.ref.ac.uk/panels/assessmentcriteriaandleveldefinitions/>



“The primary aim of SEP assessments is to reveal and confirm the quality and the relevance of the research to society and to improve these where necessary.”  
<https://www.knaw.nl/nl/actueel/publicaties/standard-evaluation-protocol-2015-2021>

Royal Netherlands Academy of Arts and Sciences



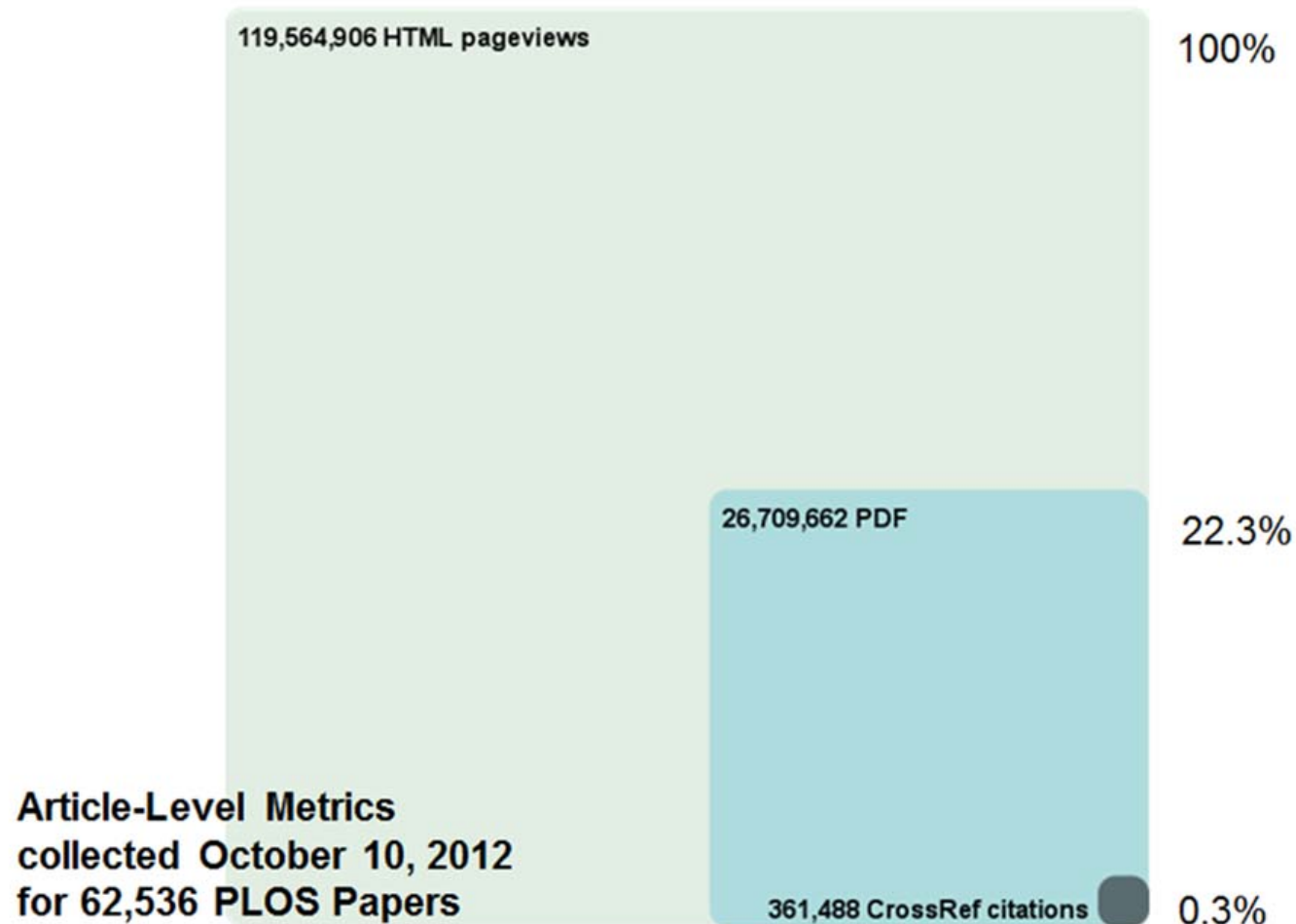
# BEYOND BIBLIOMETRICS



ResearchGate



# CITATIONS ARE ONLY A FRACTION OF ARTICLE USAGE



Cave (2012) Article Level Metrics: Analyzing Value in the Scholarly Content. Charleston Conference, Charleston, SC, November 7-10, 2012.

# MENTIONS TO RESEARCH DOCUMENTS COLLECTED AND INDEXED BY ALTMETRIC, AUG 2013 - JULY 2014

Source	Mention count
Twitter	4,405,086
Facebook	253,992
News media	240,684
Scientific blogs	132,875
Googleplus	86,964
Reddit	15,053
Faculty of 1000	11,304
Sina Weibo	9,847
Video	8,126
Peer review	8,063
Policy documents	3,067

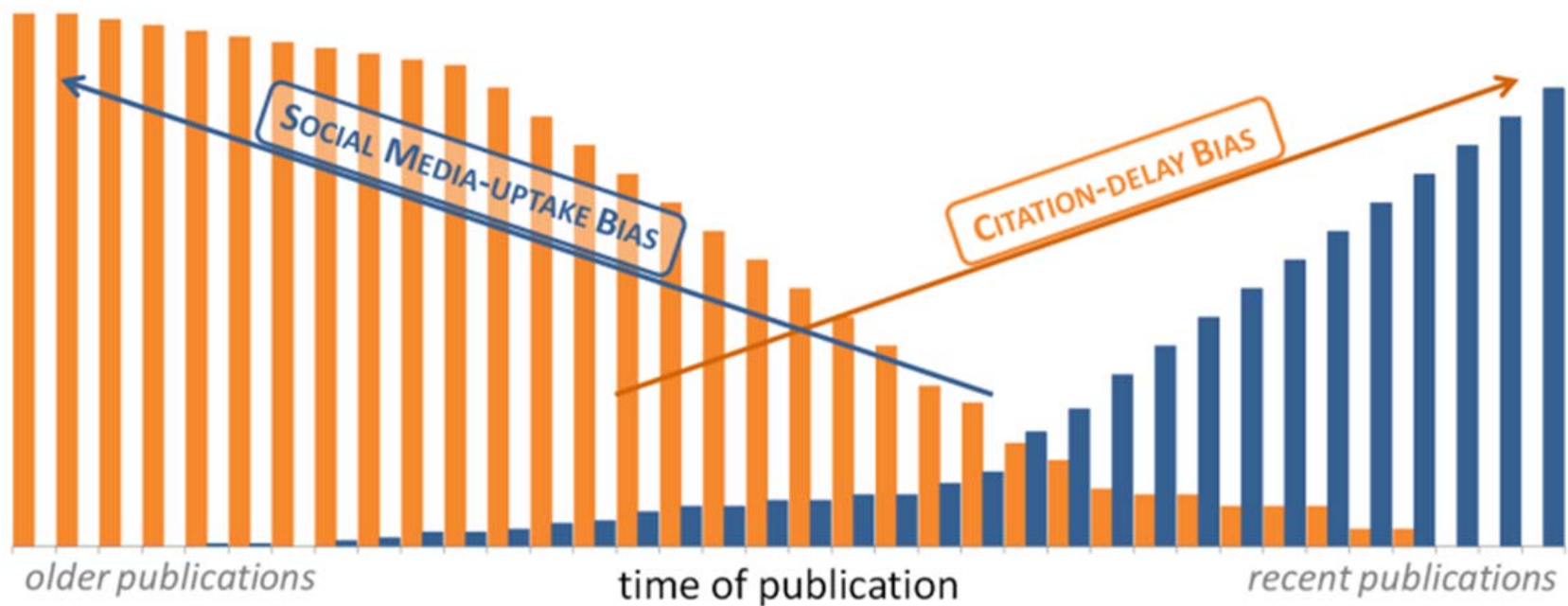
Adams, J. and T. Loach. 2015. *Altmetric mentions and the communication of medical research*.  
<http://dx.doi.org/10.6084/m9.figshare.1314902>

# CITATIONS VERSUS SOCIAL MEDIA METRICS

## Current biases influencing correlation coefficients

■ citations

■ social media counts



Source: Haustein, 2013

# MY PROFILE AT IMPACTSTORY

Wouter  
Gerritsma

Overview

Map

articles (5)

books (1)

slide decks (69)

webpages (1)



Open Access



## Selected works

A physiological production model for cocoa (*Theobroma cacao*): model presentation, validation and application (2005) Zuidema, Leffelaar, [Gerritsma](#), et al. *Agricultural Systems*

highly saved +3 cited viewed

An analysis of the growth of leaf area of oil palms in Indonesia (1999) [Gerritsma](#), Soebagyo. *Ex. Agric.*  
read fulltext

cited saved

Bibliometric Analyses on Repository Contents for the Evaluation of Research at Wageningen UR (2009) van Veller, [Gerritsma](#), van der Togt, et al. *Qualitative and Quantitative Methods in Libraries - Theory and Application - Proceedings of the International Conference on QQL2009*  
read fulltext

saved

## Key profile metrics

136.8k views across  
69 slide decks

<https://impactstory.org/wowter>







Interstellar dust. Evidence for interstellar origin of seven dust particles collected by the Stardust spacecraft.

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Score in

Article is an  
highest ever  
journal (ran  
27,749)



Evidence for High-Energy Extraterrestrial Neutrinos at the IceCube Detector

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Score in c

Puts article in  
all articles ra  
attention



Continental-scale temperature variability during the past two millennia

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Score in context

Is one of the highest ever  
scores in this journal  
(ranked #3 of 1,310)

THE CONVERSATION

Evidence adds up: three studies of human impact on climate

The Conversation

Three new studies were published today, each looking at a different aspect of the human impact on climate, each carrying a sober ..

2013-04-22T04:35:32+00:00



# TAKE HOME MESSAGES

Construct a consistent, connected on-line profiles

- LinkedIn
  - Researchgate.net, Academia.edu, Scholarmate
- Publication lists
  - GS citations, ResearcherID, Scopus author ID, ORCiD
- Mendeley
- Slideshare, Speakerdeck, Authorstream or Prezi
- Wikipedia
- Blogs & Twitter



THANK YOU

